

A PERSONAL NOTE: It's been a while since I have brought you up to date about myself. Unknown to most of you I have been out of a full-time job since December. Up to that time I had been teaching 4th and 6th grades for about 10 years. Even though, as some of you know, things were touch and go, I continued putting out "Hello Again." I am now teaching piano, teaching speedreading for Evelyn Wood Reading Dynamics, and playing piano professionally... However, mostly due to operating this newsletter at a less than breakeven basis, my subscription will be \$3.50 a year when the price-freeze runs out. Most of your subscriptions don't run out until April, 1972 at the earliest anyway. When this happens I hope to have more double issues and include short, complete logs of what series I can find. In case there is no cover, it is because I have used the paper for an extra page of news. I still mail this out first class and the paper and envelope is just under one ounce... Many thanks for those who have bought the 2 booklets. There are still more available for those that are interested: \$3.75 for a log of most circulated radio programs and \$2.00 for a Suspense log with, as of September 6th, only 24 dates without titles of descriptions. Both are \$5.00. Well--enough about me and back to you

PROGRAM TITLES: The following titles are the same program: ESCAPE* "Return" and "Visit to a Perfect Land;" ESCAPE* Maracas, Mirakus, and many other spellings. I still receive catalogs in which very little is listed except the program title. I still feel that date, cast, network, sponsor, etc. are necessary, especially for collectors who are looking for certain programs. or perhaps series they already have but one with a sponsor and network identification. If a program has no op and/or no or partial closing it should be indicated. Be careful of ESCAPE-From a Red Carnation. This is the NBC series, not the common CBS one. Many catalogs don't indicate this at all.

DEATHS: Phillips Carlin, 77, Aug. Mr. Carlin was a pioneer radio broadcaster, getting his first job with WEAJ in 1923. He and Graham McNamee worked together for many years. He announced for the A&P Gypsies, Palmolive Hour, was responsible for MY TRUE STORY, the first complete half-hour drama. The NBC chimes were another of his ideas. Other program first for Carlin were BREAKFAST AT SARDI'S, TOM BRENNEMAN'S BREAKFAST CLUB, QUEEN FOR A DAY... Ted Lewis, 80... Horace McMahon, 64.

BROADCASTING: 8/2/71; Charles Michelson ran an ad warning individuals and stations against broadcasting or selling any of their copyrighted programs including the SHADOW, NICK CARTER, GANGBUSTERS, LONE RANTER, GREEN HORNET, SHERLOCK HOLMES, CHICK CARTER, BLACKSTONE.

BOOKS: Television's Classic Commercials: The Golden Years 1948-58; Lincoln Diamont; Hastings House; \$14.50. In this book, as reviewed by James MacGregor, Mr. Diamont reviews 69 classic commercials of the first 10 years of television in great detail.

PERSONALITIES: In the ENQUIRER Jack Benny mentions that his biggest break was when he took a chance in 1932 on a "new toy"--radio. At the time he was making \$1,500 a week in Earl Carroll's vaudeville show. He started with Canada Dry and in 1935 was #1 ad making \$25,000 a week. ...Also in the ENQUIRER it mentioned that Dorothy Collins, singing star of YOUR HIT PARADE, is now starring in the Broadway musical, Follies... Dennis Day was recently interviewed by Jim White over KMOX (CBS) radio, St. Louis. Among other things Dennis Day has 10 children, 6 boys and 4 girls. He now does a lot of commercials and television guest spots, plays a few nightclubs and fairs. The fact that he appeared naive on Jack Benny never bothered him in real life. In fact people feel freer to talk to him than many other stars. In British Columbia he heard many of the old Benny shows being rebroadcast. They were getting an excellent reaction, especially by the younger generation. (Does anyone know about the re-

broadcasts?-ed). Dennis reminded the listeners that Jack Benny and Fred Allen never really had a feud and were the best of friends.

Handwritten: tape
THE TAPE DECK-Tape: Joanne Burger comments on DAK tape; The reels are full, the delivery slow, and leaves less oxide on the tape heads than Concert tape does...Tom Rockey says: Bell and Howell American is still 99 cents in lots of 10 or more (1800 feet). Audio Magnetics tape seems to be very warped-the tape not the reel. That tape has more wiggle than a 16-year old in her first bikini.

Handwritten: Head
Tape heads: Tom Rockey doesn't agree with Terry Black on 3-headed recorders. The number of heads has nothing to do with output. His problem is more likely his head alignment, or cheap tape which can't give full output. Also increasing input on a tape that will not hold it will result in severe distortion.

Tape recorders: Lew Crispell says: I have one Aiwa unit, about 3 years old which I am well-satisfied with. When there were problems with it the local authorized Aiwa serviceman didn't know what he was doing. After sending the machine to the American representative it was returned completely repaired with many new parts, and cost nothing. The address is Selectron, Inc., 4215 West 45th St, Chicago, Ill 60632.

SUSPENSE-ADDITIONS AND CORRECTIONS to booklet: On July 21, 1940 was the first SUSPENSE (called at that time FORECAST). It was a trial program and on only once. It was the Lodger with H Marshall and directed by Alfred Hitchcock. Music was by Bernard Herman...12/8/42 Death of an Old Flame...5/10/55 with Tom Brown, E McVey...5/17/55 Lily and the Colonel...8/16/55 Study in Wax; W Conrad...8/23/55 with J Gibson...10/11/55 Heaven's to Betsy...10/23/56 First program with W N Robson as producer...10/30/56 with Reed Hadley...11/3/57 Firing Run (Gun)...5/11/58 with Skip Homier...5/10/59 with H Duff...1/24/60 with Leonard Stone...1/31/60 with B Grant...10/30/60 with F X Bushman NOT M Kane

NETWORK RADIO-ADDITIONS AND CORRECTIONS to Booklet: Amos and Andy: Last program 11/25/60; first half-hour program (now being circulated) 10/8/43...CHICAGO THEATER OF THE AIR (1940-55) Sus, Mut, 60, Sat... YOURS TRULY JOHNNY DOLLAR: 2/18/49-50, Sus, CBS, FRI. with C Russell.

NEW PROGRAMS: 20 of the Jack Benny 1942-43 grapenuts programs are now being circulated. Also more ESCAPES and SUSPENSE and a complete WELCOME TRAVELERS. Some new SUSPENSE ARE Othello, Crime without Passion, Earth is made of Glass, Firing Run, Old Army Buddy, Most Dangerous Game, Thing in the Window.

REBROADCASTS: Joe Hehn is trying to find radio stations throughout the country which in the past half dozen years have run a series of oldtime radio programs such as the SHADOW, GREEN HORNET, etc. (J H, 422 N 9th St, Allentown, Penn 18102)...WLI3, Old Saybrook is rebroadcasting many old programs originally on Mutual. Don Brush is helping to supply the programs...In the Syracuse area, according to Ellen Robinson, these stations are rebroadcasting old programs: WDDS-FM, 7PM, Sunday-WPAW, 7PM, Sunday-WSEN-FM, 7PM, Mon-Friday.

CURRENT PROGRAMS: An addition to the vintage programs still being broadcasting is MARY MARGARET McBRIDE on Mon, Wed, Fri. Am not sure if network or syndicated. It is on WGHQ, Kingston, New York at 11AM. according to Bob Ellsworth.

HERE AND THERE: Old Friends: Roger Hill passes these thoughts on: Try to stir up local colleges in offering courses in radio programming. Roger has completed his theses and it makes very interesting reading. Roger, in his latest supplement, has another section rating collectors. Some ratings are his own and some are given to him by others. If any of you have questions concerning reliability of collectors write either Roger or myself. (R H, 1231 Grove #11, San Francisco, Cal 94117.) Roger is also helping several new collectors get started. Have you helped a new collector recently?...Warren Abbott mentions that Bud Heistand of the CINNAMON BEAR is a personal friend of his and a member of the

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Pacific Pioneers...Roy Bright still has several ESCAPE booklets left. They are 75¢ each and give detailed explanation of most of the programs now in circulation (R B, 2929 St. Philomena Ct, Peoria, Ill 61604) ...Alan Dobrey has about 2500 shows and is a science teacher. Alan has detailed listings of the different chapters of ILAM; The Battle of the Century and Temple of the Vampires...Chuck Schaden's radio program is still going strong. He has recently interviewed Sid Caesar, Ken Murray, Agnes Morehead, Pat O'Brien, Mel Blanc...Alan Dobrey's address is Suite 307, 5940 Balsam St, Vancouver 13, BC Canada...Jim Lanes new address: Box 457, Sylva, NC 28779...George Younis is looking for a copy of the WEB (G Y, 824 Mendon Rd, No Attleboro, Mass 02760...Ken Morris new address: 9620 131st St N, Largo, Fla 33542.

New Friends: Dan Adams, 81 Waring Pl, Yonkers, NY 10703...Karl Amundsen, 45 Abbey Ct, Brooklyn, NY 11229...Don Beeks, 4210 Vermont St, Long Beach, Cal 90814. Don is looking for ILAM, Temple of the Vampires-complete; LUX RADIO THEATER with Shirley Temple as a child; The AMAZING MRS. TUTTLE with Edna Mae Oliver...Harold Brown, Box 268, So Boston, Va 24592...Wayne Congleton, 13935 E Ramona Dr, Whittier, Cal 90605...Bernard Ferstenberg, 850 Spring A, Uniondale, NY 11553...Earl Grow, 16260 Keller Dr, Brookfield, Wisc 53005...Robert Haugen, Box 508, Downers Grove, Ill 60515...Ron Hare, 948 Aster Ct, Sunnyvale, Cal 94086...D Hutchinson, 622 W Regent #5, Inglewood, Cal 90301...Ed Johnson, 643 Van Buren A, Elizabeth, NJ 07201...Ross Leslie, Box 32, Baysville, Ontario, Canada. Ross is looking for recordings of announcer Alan Kent and old Flying or Popular Aviation magazines. Also Tune Ins and Radio Guides...John Lyon, 1238 Victor A, San Leandro, Cal 94579...Irving Malnik, 506 Olive St, St. Louis, Mo 63101...Mark North, 2727 Midtown Ct #7, Palo Alto, Cal 94303. Mark is interested in WWII news and documentary material. He would like some broadcasts covering Pearl Harbor Day and the last days of the war with Germany and Japan...John Olsen Jr, 2229 SE Pine St, Hillsboro, Ore 97123...Louis Paul, 735 Pelham Pkwy, Bronx, NY 10467...Ken Piletic, 705 S Oltendorf Rd, Streamwood, Ill 60103...Charles Sexton, 7718 Harshmanville Rd, Dayton, Ohio 45424.

CARLTON E. MORSE: Roy Bright sent a clipping of an article Mr. Morse wrote in which he comments on the interest in old radio programs and mentions traders Lawrence Sharp, Bill Hennessey, and Roy Bright. Mr. Morse expresses his displeasure of the piracy going on both radio stations playing the programs and sellers making money from it. To quote "You who are nostalgia buffs and are collectors for your own amusement naturally are not included in my mounting irritation. In fact I love it that individuals think so highly of my shows. I simply am offended by the greedy who seek to make a profit from material which is mine exclusively."

COLLECTORS OF THE MONTH

I received quite a bit more response and here goes:

ROY BRIGHT, 2929 St. Philomena Ct, Peoria, Ill 61604. Roy is 33, has 1 child, is a policeman, and has been collecting for 2 years. He has about 2000 shows. His main interest is ESCAPE but is also interested in most drama and comedy.

JOANNE BURGER, 55 Bluebonnet Ct, Lake Jackson, Tex 77566. Joanne is 33, single, and a research chemist for Dow Chemical. Joanne is the head of the National Fantasy Fan Federation Tape Bureau (NFFF). She is mainly interested in talks from science fiction conventions, Jack Benny, and Scarlet Pimpernel. Joanne has about 250 reels, has an extensive collection of recent talks by SF writers at SF conventions, runs the NFFF Tape Bureau, writes Replay, the newsletter of the bureau, publishes checklists on SF books, and does church work.

LEW CRISPELL, 188 Bayard St, Port Ewen, NY 12146. Lew is 43, married, is a chef, and has been collecting for 5 years. Lew has about 1000 shows and is mainly interested in The SHA DOW with O Welles, SUSPENSE, LONE RANGER, FIBBER MCGEE and MOLLY. Lew is also interested in pre-1935 music, seeing places of interest and is a member of the Huguenot Society.

DON KOEHNMANN, 811 Bristol A, Westchester, IL 160153. Don is 44, has 2 girls, and is a speech therapist. Don has a widely varied collection and very recently has begun circulating CLARA, LU and EM. Don's wants fill several pages and recently Stay Tuned has listed most of them. I have traded with Don from the beginning (Jan 1970) and is one of my best trading friends, exchanging tapes or letters at least once a week.

STEVE LEWIS, 66 Constance Lane, Bristol, Conn 06010. Steve is 29, has one girl, and teaches math at Central Conn State College. Steve has just started collecting and with the help and generosity of Ernie Hack has about 100 programs. He is interested in everything and has been collecting since May. He is also interested in mystery and SF pulps, comics.

Ralph Mottola, 301 Taft Rd, North Syracuse, NY 13212. Ralph is a music teacher in the North Syracuse Central School District. He has been collecting records since 1942 and has over 14,000 78's, 45's and 33's. Ralph has been collecting TV programs since 1963 and radio shows for a year, having about 500 programs. Having over 2000 TV programs he is very interested in trading TV programs and radio.

TOM ROCKEY, Rt 5, Valley High, Newark, Ohio 43055-also RADIO'S FINEST HOURS, Box 345, Coshocton, Ohio 43812. Tom is 28, single but not for long, and is a professional photographer. Tom has about 200 reels, many discs, a presto 16" transcription turntable and has 2 Ampex 950 professional recorders, one equipped to take 8 1/2 reels. He has many other components, Tom has 200 tapes of music and a few hundred records. He is looking for all 3 Stresand TV specials and tapes of early TV programs in general including SUSPENSE, THE WEB, HITCHCOCK, US STEEL HOUR. Even though he lists a box number he and I both vouch for him.

JOSEPH SMITH, 92 Brunswick A, Bloomsbury, NJ 08804. Joe is 18, single, is a cook while waiting to be drafted. He is a beginner and was started by Bruce Ruggles. His interests are SF, fantasy, adventure, horror, Morse, SUSPENSE, ESCAPE, X-1, etc. Also comedy. Joe is a fan of many SF writers and is also beginning to be interested in pulps.

KEN MORRIS, 9620-131st st No., Largo, Fla 33542. Ken is 44, has 2 young children, and is a hospital pharmacist. Ken has collected for about 2 years and has about 300 programs. Ken is interested in ILAM, I LOVE ADVENTURE, VIC AND SADE, and programs with Rathbone and Welles and Jack Kirkwood and Bob and Ray.

LATE NEWS AND TIDBITS: Dead at 72 is Spring Byington who starred in December Bride on radio from 1952-54 and on television from 1954-59. The role, which won her an Emmy nomination in 1958 elevated the stature of the meddling, stereotyped mother-in-law to that of family heroine. She loved her role...Received another newsletter from Bill Smith, president of the LUCKY GENERATION, a club trying to preserve big bands. Several events are being planned. If you are a vintage music enthusiast write Bill Smith, 220 Ridge St, New Milford, NJ 07646...

What follows is the first of several installments of an article sent in by Evan MacBride, taken from a 1939 or 1940 Saturday Evening Post about the development of the LONE RANGER.

THE LONE RANGER

The Lone Ranger written by Fran Striker and starring Earle Graser was one of the most popular programs reaching 20 million people 3 times each week over 140 stations...The production is owned by John King and

George W. Trendle, both from Detroit. John King by 1929 owned over 20 movie theaters. Trendle started as a lawyer and came to specialize in movie contracts and leases. After joining King in 1929 they sold their theaters to Paramount and bought WXYZ, a Columbia outlet. Trendle differed with Columbia's policy and removed the station from their hold. Almost immediately he began losing money with his independent station. His experience with the public, however, paid off...Trendle used the following criteria in developing this program: He realized that the program should use drama and that the cost of youngsters drama is less expensive. He then decided on a western atmosphere rather than crime. From here he decided to use a mature actor and that the setting should be of an early setting. Trendle pictured his hero as being a composite of all of the good virtues of Robin Hood and Douglas Fairbanks in The Mark of Zorro. In December of 1932 he began discussing his ideas with his studio staff. Together they decided on a white horse. The decision for the character's name arose when Trendle saw his hero as a sort of lone operator, maybe even a former Texas ranger. Thus the name The Lone Ranger...Their first radio premium was a replica of the silver shoes that the white horse wore...From here Trendle called Striker, a producer who had never been west of Michigan. His only knowledge came from a great uncle who had served drinks to Mark Twain and Bret Harte in Nevada...Striker envisioned the Lone Ranger as being just slightly taller than six feet and weighing around 190 pounds. The silver shoes reminded Striker of a former series in which he had identified Robin Hood by silver tipped arrows so he gave the Ranger silver bullets and the great horse Silver.....MORE NEXT MONTH

In a recent issue of THE NEW HAVEN REGISTER was a nice article about Mary Jane Higby who makes her summer home in Clinton, Conn. One amusing excerpt, which apparently doesn't appear in her book Tune in Tomorrow follows:

Miss Higby knows of only one show that went completely "and unredeemably to hell." It was WHEN A GIRL MARRIES. Trouble began when one actor made a slip and the sudsy-weepy dialog that was supposed to have been heard built into a snow-balling gag...The initial mistake was followed by a period of silence punctuated by explosive giggles. The following is the unrehearsed script, as clearly recalled by Miss Higby:

"That's too bad," Ann said. (She stared hard at her script but strangled on the next line.) Coming so soon after - (Whoops, she was off again in laughter) - the house burned down." "That's not the worst," Rosemary tittered wildly on. "I'm afraid he'll have another nervous breakdown." (They both convulsed at this.) When Jeanette Dowling entered the scene, she began firmly enough. "Thank goodness, Kathy, I've found you. I have dreadful news." But when she heard Rosemary's voice, tremulous with merriment, ask "Why, Mother, what is it?" she let out a roar of laughter. "It's little Sammy," she chortled. "The doctor says he won't live through the night." Disaster piled on disaster, while hilarity mounted. In the control booth the director had thrown his script in the air and was sagging forward, head on desk shoulders shaking convulsively. The engineer had slumped out of sight...Then came Miss Higby's turn bravely. "Irma, I must talk to you." (She caught a glimpse of the contorted faces of the cast). "Harry," she wavered. "Harry-," then with a loud guffaw, "Harry's in jail." Miss Higby said the cast shrieked out woe upon woe, until each actress came to the end of her part and collapsed with tears streaming down her face and limp with laughter...With the ruin of a serial before, the poor announcer vainly tried to cope with a commercial about chocolate chip cookies... The next day the cast learned a new sponsor had been listening to the program..To this day Miss Higby said, the cast never heard a word about the program from either the agency, sponsor, of the most astonishing thing of all, from the millions of listeners.....

QUIZ: Ellen Robinson sent a few nice comments about the monthly quiz. Among other things she was disappointed more people didn't try to send in answers. Partly because the same people send in answers and to try to stir up interest, the most times one can win in a year is three times. I send out a tape to the winner and often to the runner up also. It contains 2 or 4 hours of programs I don't think you have. Since January I have sent tapes to Don Koehnemann 4 times and Ellen Robinson 3 times. This includes July's quiz which was won by Don and Ellen, the only 2 entries. Bruce Ruggles also received one tape. Don and Ellen can't win until next January. . I'm only trying to do this to get more to answer. Even if you just know a few answers send them in. First prize goes to the one with the most answers. If that person has already received a prize I also send a tape to the next one who hasn't received one. Naturally if the only entries are those who have won several times they will still receive tapes. Each quiz is for two months. Send in your answers to August's quiz. I have received 4 entries so far....ANSWERS to July quiz: 1. Roy 2. Abigail, Pearl 3. Pet Milk 4. Newman 5. Eddie Bracken 6. Grand Marquee, Curtain Time 7. Peavy 8. Joyce Jordan 9. Sunday, Rose Room 10. Sigmund Spaeth

SEPTEMBER QUIZ: For the first 7 questions name the program which had for its theme the following: 1. Perfect Song 2. Red River Valley 3. Traumerie 4. Lovely to Look at 5. Omphale's Spinning Wheel by Saint Saens 6. Shine on Harvest Moon 7. You 8. In what program did Arlene Francis play Marion Jennings 9. Art Carney was first introduced as a sewer worker in what program 10. What was Mrs. Stevenson's phone number (program and series are up to you to figure out)...

More Tidbits: Dead is Henry Haynes at 51 (Homer of Homer and Jethro)...Also Stephen Callahan, 60, writer for Dragnet and Father Knows Best....Forgot to mention that it was Charles McKerson of St. Louis who sent the Dennis Day interview. Next issue will contain an interview with Minerva Pious...New friends: Henry Wrightington, 571 State St, Hanson, Mass 02341. He has been collecting for about 3 years...Kate Lee, RRI, Lake Village, Ind 46349. Kate would very much like to hear from all of you

This about wraps it up. It is Friday, Sep 10. The last 2 pages will be the beginning of another article on tape by Mel Shlank, 553 Howellton Rd, Orange, Conn 06477. This time he goes in depth concerning different brands. If you haven't received Mel's price list for blank tape write him. He sells most brands at discount prices...If you would like to be mentioned in collector of the month send in name, age, married, children, number of programs, how long you have collected, interests, unusual aspects of your collection, hobbies, etc. Even if you have sent in information before when you first received the newsletter, send again to update yourself. Keep sending in articles and information, comments, questions, etc...Just received some GREEN HORNET and LONE RANGER albums which were made several years ago and would be good for presents to friends who don't have tape recorders. Price would be \$4.95 for one and \$9.00 for 2. The programs, 2 on each record, are generally circulated but the records would be for friends who would have no other way of listening to them...CATALOG3. If you receive a catalog and want little on it return it. It would be appreciated by the sender who can send it to someone else—it does cost money to make them up. For those who have large collections, instead of sending your entire catalog out without knowing whether a trade will result, send supplements out with the understanding more will be sent if a trade develops. Feel free to reprint anything, spread the word, let me know of new programs, mention "Hello Again" when corresponding to something mentioned in it.

Hang by your thumbs--Write if you get work

Jay Hickerson 6 Koczak Ct, North Haven, Conn 06473 (203) 239-5251 \$2.00

I wish to thank all of you that took the time to write to me after my first article on tape. As I said in the first article, I do not consider myself an expert on tape but I have learned quite a bit about it in the past several years both due to my own curiosity and due to the research that I have done associated with the various brands of tape that my company sells.

I have decided to expand my article to three parts and in this part I shall in answer to many requests run down the various brands of the better known tapes and tell all that I know about each one. I shall try to be as objective as I can and will not let the fact that I also sell tape prejudice my opinions (just see SHAMROCK and AUDIO-MAGNETICS--both of which I sell to see that I mean this).

I cannot list every single brand of tape for the simple reason that there are some brands that are sold only in a small region of the country and some brands are "house brands". A "house brand" is simply a tape that a large company buys and has their name put on the box and sells it as their "special brand". All too often this tape is sold as being top quality tape where-as in reality most of the time it is of extremely poor quality, being either reject tape, computer tape, reject video tape or in some cases reject tape that has been rejected by others as being too poor in quality. Some chains will purchase this rejected reject tape and sell it irregardless.

If there is a brand of tape that you have seen quite a bit of but do not see listed here, you may pretty safely assume that it is a "house or private" label, and not a good quality nation-wide brand.

AMPEX is one of the oldest manufacturers in the world. They make a complete line of tapes in all sizes and types (reel to reel, cassette and 8 track). They also manufacture tape in several qualities including the new Low Noise tapes. I feel safe in saying that any reel of the tape that bears the AMPEX name is a good buy. Their prices are reasonable but its availability is not. Discounting of this brand is rare.

AUDIO-MAGNETICS is a company that has been manufacturing tape for several years. Until recently, their quality was poor and their distribution was not too wide spread. A little less than a year ago they were purchased by the Mattel Toy Company and their distribution was increased tremendously. Unfortunately little has been done about their quality control as far as I can tell and the quality of their tape goes from one extreme to the other. Their prices are very low and their line is fairly extensive although they do not make 8 track tapes as yet. They do make a Low Noise tape which is available both on reel to reel and on cassette. They also make a conventional cassette tape as well. I do not recommend this tape unless price is your prime mover. There is no list price for their tape and therefore its price varies widely.

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AUDIO-TAPE is one of the largest and best manufactures of tape in the world. Like AMPEX they manufacture all types of tape and sell it in all possible configurations. Their quality is excellent and their price is high. Not too many places sell this excellent brand but if you shop around you can buy it at a discount.

BASF is the oldest manufacturer of magnetic tape in the world. This fine German based tape is sold through-out the world and is considered by many to be one of the two finest tapes made in the world today. Basically all that I said about AUDIO-TAPE also applies here.

CAPITOL is for my money the best tape in use for dubbing old radio programs on. Its cost although higher than AUDIO-MAGNETICS, SHAMROCK or CONCERT is much lower than the other well known name brands. For instance we sell it at \$1.85 for an 1800 foot reel of polyester, even less in large quantities. Its quality as far as I am concerned is excellent and I can honestly say that I have never had a bad reel. I have used this brand myself for trading purposes exclusively for over six months and have had excellent results. I have even taped material directly off of my FM tuner (both music and programs) and am quite happy with it. This brand is actually owned by AUDIO-TAPE and they claim that it is their way of capturing the medium price market. Their packaging although simple is quite attractive and I cannot say enough about this brand. It is available in the popular sizes and lengths. They also make cassette and 8 track tapes and they too are excellent. You may have trouble finding this brand as not too many places carry it although those that do, sell it out almost as fast as they get it in.

CONCERT tape is the house brand of the Radio Shack organization and its quality ranges from poor down. It is extremely erratic as to sound quality, oxide shedding, length (very frequently is short), width and just about any other quality that affects tape. Its price is cheap and you get what you pay for. I do not recommend this to anyone for any use. Some reels of it are so bad that they can ruin your heads if used much.

DAK is a brand name which stands for the owner of the company that sells the tape :Drew Allen Kaplan. According to DAK, its tape is tape that has been used only once by "a large tape user" and then cleaned, demagnetized and repacked for sale at a very inexpensive price. It is claimed to be splice-free although I have been told by a person that has used it that it does have splices which have been expertly made. I have written to Mr. Kaplan asking him for some explicit details about his tape but he never answered my letter or sent me the samples that I asked for. I cannot in all good conscience recommend this tape although I do have an open mind towards it.

EMERALD is identical to SHAMROCK tape. The only difference is that where-as SHAMROCK is distributed by IRISH, EMERALD is distributed by the AMPEX division of the AMPEX company. See IRISH for more details.

This completes the first part of Part II of TAPE! TAPE! TAPE! Lack of sufficient space in this month's issue permits me to conclude the article here. It will be concluded in next month's issue of HELLO AGAIN. I also hope to know more about HITCHI-MAXELL at that time and also what affect the President's new import tax will have on the imported brands such as: BASF; SONY; and TDK.